



WHY INTERVIEWING IS MORE IMPORTANT THAN YOUR RESUME

An important fact to understand during the hiring process is that resumes get you noticed and interviews get you hired. As we discuss in our seminar, both are the “equipment” you’ll need to win the position. However, it’s critical you understand that a resume will only get you a chance to meet with the hiring manager and will not typically land you the job. Many people emphasize the resume during the hiring process and look for opportunities to get their resume to companies of interest. They utilize professional resume writing firms or seek help from friends and family to develop a strong resume. Next, they check employment websites and job postings for openings, or network to find opportunities and work to get their resume to the correct hiring managers. All are important, but are what we call “team sports” where others



can help you get an advantage over the competition. The interview, however, is an “individual sport” meaning that you will be alone with the hiring manager or company. In addition, some candidates don’t necessarily have ‘strong’ resumes because of a variety of reasons (low experience levels but a degree from a reputable school), yet they still get a chance to interview. Because of this, we believe that your time is better spent preparing for the interview compared to spending additional time and money refining a resume. Don’t misinterpret this statement that

resumes aren’t important – on the contrary, resumes are very important, but the interview is the real money-maker. At the seminar, we teach that resumes are about paper and interviews are about people. More importantly, people hire people. Our focus at the seminar is to teach proven techniques which give you an advantage over the competition. A strong resume highlights the objective measures the company needs in the position (knowledge/skills/abilities) but the interview determines your compatibility or “fit” – and this is what gets you the job.



THE JOB INTERVIEW A FORMAL VERSUS CASUAL ENVIRONMENT

Many Hiring Managers and Human Resources professionals have recently noticed that candidates are treating the job interview as a less formal environment. As a result, they are seeing an increase of inappropriate behaviors that in most cases will remove these individuals from consideration. Examples include arriving late, inappropriate language, use of slang, use of phones to talk and/or text during the interview, inappropriate attire and poor social skills. We can't emphasize this point enough, the job interview should be treated as a formal environment and your behavior should reflect the importance you place on the hiring manager and company's time. Any behavior or statement that leads a hiring manager to believe you're not taking the interview seriously will result in a negative outcome. Please don't misinterpret this to mean the actual job will be 100% formal. The level of job formality is largely dependent upon the organization's culture. You need to understand that an interview is a formal setting which requires a level of professionalism and protocol. At our seminar, we teach you the unwritten rules so that you don't make mistakes that WILL be noticed. Although minor in nature and acceptable in social settings, many of these mistakes will cause an immediate end to the interview. To be polite, they might continue to ask questions, however the decision has already been made. Don't fall into this trap—let us help you avoid these casual interview mistakes!



ask the hiring manager

I made a mistake when answering an interview question. What should I do now?

Answer: This can happen during an interview and might be the result of inadequate preparation, confusion on the question or nervousness that comes from a stressful situation. Regardless of the reason, you shouldn't let one mistake impact the remainder of your interview. During the seminar, we teach you when to readdress the issue and when to let it go and pretend it never happened. We base much of this upon proven research that you should understand before conducting an interview. The bottom line is that you don't want to make a bad situation worse, but also need to clarify something that may need to be corrected to get the job offer. During most interviews, the hiring manager will provide opportunities to re-address previous statements. The key is to prepare so that you have confidence and are less likely to make these types of mistakes. But when these mistakes happen, it's knowing when and how to readdress and when to just put it behind you that's most important.

UPCOMING SEMINARS

Our team is currently working on the fall 2013 schedule. At present, we plan to be at several locations in the Ohio region:

- University of Cincinnati / Xavier University
- Miami University
- Wright-State University / Wright Patterson AFB area
- The Ohio State University
- Ohio University
- Bowling Green State University
- The University of Toledo
- Kent State University
- University of Akron

Specific dates/times are TBD as of the publishing of this newsletter and we'll update the website when specifics have been confirmed.

Please email us at service@interviewskills101.com if you have questions regarding the upcoming schedule. We hope to see you at one of our seminars with the goal of preparing you for the most important day of your career, the interview day...because without a successful interview, you won't get your ideal job

